



2022 ANNUAL REPORT

pbrc
Permian Basin
Rehab Center

Chairman's Message

Tammy Montgomery

2021 & 2022 Board President



It's hard to believe 2022 is behind us, it has been a fast and furious year. Thankfully, we were able to lift the Covid restrictions and get back to "normal" at the Rehab Center, while still making sure our staff and patients remained safe and healthy.

We were able to get back to normal for the Telethon in April, having it at Stonegate Fellowship. Our board, staff and Stonegate staff worked diligently to ensure it was successful. It was so good to have some normalcy and have our patients back with us in person for interviews. The Steakout in September was also a huge success and was enjoyed by many who attended.

THANK YOU to the staff at the Rehab Center for your continued hard work to meet the needs of all of our patients, to the Board for your diligence in making sure our fundraisers are a success so we can continue to treat our patients, and to our many donors that continue to love and support us year after year. We could not do what we do for our patients if we did not have all of these amazing people coming together to make sure our events are a huge success. It has truly been an honor and blessing to serve as President of the board for the past two years.

2023 looks to be an exciting year as we finally are able to replace our HVAC, thanks to so many who have given to this cause. Stay tuned for many more exciting things happening at the Rehab Center.

Have a blessed and happy 2023!

Their courage and spirit inspire us.

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Rehab Center

Executive Director's Message

2022 was a great year! By far our biggest accomplishment was providing 24,014 therapy sessions to our patients. We are grateful for every patient and family member that trusts us to provide their therapy services. Their courage and spirit inspire us. They are the reason we come to work every day and the heart of our mission.

I am so proud of our staff and all the work they did in 2022 to make a difference in the lives of our patients and their families. All of our therapy and support staff are committed to taking care of our patients and their families with compassion. They are led well by a leadership team that is committed to meeting our mission. I am grateful for each one of them.

I would like to express my deepest appreciation to Tammy Montgomery, who served as Board President for 2021 and 2022. She has demonstrated a commitment to the Center and a passion for our mission for the past two years that I know will continue on for years to come. I also want to thank all of our board members for their time, energy and service during 2022. Each of our board members played an integral role in ensuring we were able to continue helping our patients get the therapy services they need.

Every year, I am overwhelmed by the generosity and compassion of our community, staff, board and donors. 2022 was no different. We were able to raise the funds needed to continue providing therapy services to our patients. We were also able to raise funds to begin preparations to replace our outdated HVAC system, a much needed improvement that will significantly impact our patients and staff.

As we move into 2023, our goal is to continue to focus on our mission- **Improving lives by providing exceptional and compassionate therapy services.** I look forward to working together to make 2023 a great year as we serve our community!

A handwritten signature in white ink that reads "Kim".

Kim Ortega
Executive Director



Development Department

2022 was an amazing and exceptional year for Permian Basin Rehab Center! It was an incredibly busy year with new donors and the return of our fundraisers without Covid restrictions! The success of our year was due to the continued support of the community, a dedicated board of directors, loyal therapists and staff, and committed funders, who all believe in the mission of the Rehab Center.

Our 45th Annual Telethon was held April 23rd and 24th. With the help of our board and volunteers, the NewsWest9 crew and friends at Stonegate Fellowship Odessa, Telethon was a huge success. A very special thank you to Kent Companies, Star Electric and our hourly sponsors and prize sponsors for your continued support of our Annual Telethon. And to the families of Sophie Madrid, Jace Rodriguez, John Alexander, Gavin Marquez and Amanda Fry for sharing your stories of hope and perseverance with our community.

September 29th brought us the Great American Steakout, Jurassic Grill. We were delighted to be able to host guests and friends alike for a fantastic evening of delicious food, fun and live music by Tom Yankton at the La Hacienda Event Center. I am extremely grateful to our board of directors and ALL of the volunteers that worked tirelessly on the event. Thank you to our Event Sponsor, BCM & Associates and to Bobby Cox Companies for the generous donation of steaks for the event. More than 100 volunteers from the UTPB Football team, UTPB Spirit Squads, UTPB Art Department, TTUHSC Physical Therapy Program, along with community leaders and business owners helped make this event possible. We could not do it without their help! It was such a pleasure to work with all of our sponsors and volunteers - PBRC is blessed to have such amazingly supportive friends in the Permian Basin community!

The end of each year is marked with our Annual Christmas Carnival at MCM Fundome. The staff of PBRC has a great time enjoying a fun filled afternoon with patients and their families complete with games, food and fun for everyone. Thank you to Market Street for generously providing the hotdogs, chips, and cookies. Thank you to the Crystal Ball Foundation and its Ball Debs, Escorts, Pages and Princesses who



volunteered their time and energy during the Carnival. A very special thank you to Julian Mancha Photography and Brian Carter Photography for volunteering throughout the afternoon and providing our patients and families with photos to capture the magic of the day.

I want to extend my sincere gratitude to EVERY sponsor, volunteer, foundation and friend that helped make 2022 a successful year. Thank you to the PBRC staff who unselfishly support the Center, participate and help during fundraising events, adjust their schedules for filming for Telethon, and all the many extra things I ask them to do. And thank you to the Board of Directors for all of their support, time, and true dedication to the Center, our patients and the staff. I am truly honored to work side-by-side with such amazing people, each one working to ensure the continued success of the Permian Basin Rehabilitation Center. Blessings in 2023 - I appreciate you!

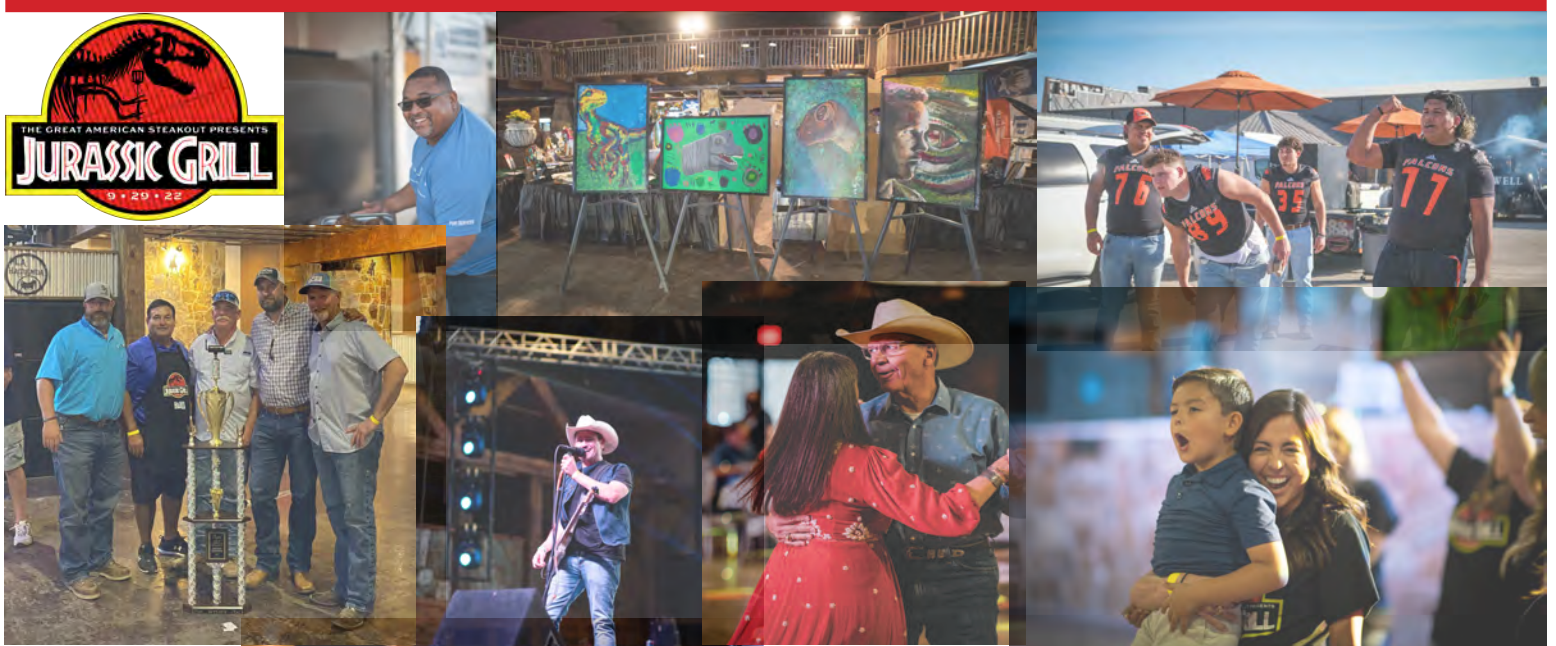
**I am truly honored to
work side-by-side with
such amazing people**

Shannon Adams
Director of Development



Development 2022

pbrc TELETHON TWENTY TWENTY-TWO



Clinic

2022 brought new additions to the clinic. Emily Abalos joined the PT team in May, Kendall Kimbrough and BreAnn Sherman joined the Speech team in June, and Madison Campbell joined the OT team in July. These therapists have been a great fit for PBRC and we are grateful to have them.

Continuing education was a top priority in 2022 and 4 of our therapists sought out sensory feeding courses to address the need for feeding therapy in our community. Speech and OT will now be able to collaborate and provide a variety of treatment options for our families impacted by feeding disorders.

Our therapists work hard to meet our patients' needs and I would like to highlight the therapists who ended the year with the most therapy sessions provided to our patients. Congratulations to Jordyn Horton, DPT. She ended the year with 1,452 therapy sessions provided. Kristyn Rogers, PTA, ended the year with 1,657 therapy sessions provided. This was Kristyn's second year in a row to finish with the most check-ins. For Speech, our top therapist was Kathryn McGowan, she provided 1,848 therapy sessions. And in OT, Laura Venesky, OTR, provided 1,432 therapy sessions while John, OTA, provided 1,741 therapy sessions. Jennifer Fowler is a DPT, CLT (Certified Lymphedema Therapist) whose caseload is primarily adults with treatment sessions of 60 minutes and she provided 1,087 therapy sessions. The clinic's requirement for patient attendance is 75% and the attendance for 2022 was 83%!

We had a great year and we are looking forward to 2023!

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Our therapists work hard to meet
our patients' needs



Shaye McIntyre
Clinic Director

Audiology

We have had another great year in audiology. We are no longer using masks in our facility and the audiology patients have been pleased with this. Everyone uses lip reading skills to a certain extent, but a hearing impaired person relies heavily on these skills for everyday communication. The use of the masks created a big challenge for everyone, but our hearing impaired patients were challenged in other ways as well. We contract with another audiology practice that continues to enhance the audiology department in many ways. In addition, we work with agencies like the Able Center and the Starkey Cares Program to help our patients with limited resources. With the help of these programs and our professional services, we are able to provide hearing care to those in need. The audiology department continues to provide quality audiological services to the community and we are always here to help serve the needs of the Permian Basin.



Lourdez D. Zamora-Fierro, Au.D./CCC-A
Director of Audiology

Admissions



The PBRC front desk area is a combination of the Admission and Reception Departments. We welcome everyone who enters the center. We do our best to make sure our visitors receive the attention and direction they need.

As challenges continued from 2021 into 2022, our staff was able to work together and welcome 24,014 appointments. There was an increase of a little over 700 more visits than 2021! Out of the 24,014 appointments, over 900 were new patients, of which 89% were children. We feel fortunate to be able to help these families.

As for my team and I, we will continue scheduling evaluations for Physical, Occupational and Speech therapy and welcome all of our visitors.

We are ready for 2023!



Maria Molina
Admissions Manager

Patient Account Department

The Patient Account Service Department handles issues related to the patient's financial responsibilities. Some of these patients are facing financial challenges. We are grateful for the Sponsorship Program that allows patients with financial hardships to apply for sponsorship and help to ease their burden.

In 2022, our department helped more than 215 patients who enrolled in our sponsorship insurance program. Children and adult patients, were provided 1416 visits and over \$263,000 for OT, PT and ST. These visits cost little to nothing for our patients.

We are proud of handling all of the PBRC clinic receivables. These receivables have decreased significantly throughout the years from \$736,000 in 2015 to \$118,000 in December 2022. We keep transparency in our transactions and we keep the patients accounts in a healthy place. Our aging report is monitored monthly, making sure we receive payments from insurance companies.

The Patient Account Department has a great team that works diligently to make sure we all complete our job in a timely manner. We always make ourselves available, have communication with all departments, help with any problems that are encountered and work as a TEAM. Our goal is to give great customer care to all.



Mercy Aguilar
Patient Account Services
Manager



Finance



As a non-profit, every year brings challenges; however, in 2022 we kept our financials in a very good place. We continue serving our community to the best of our ability. We know our mission, we know our community, we know ourselves and we know that we have financial support to perform our job successfully.

In 2022, we witnessed growth in our visit count. We reached 24,014 visits. This is a steady increase since the pandemic in 2020. We received donations from our supporters and the revenue from the Clinic that allowed us to fulfill our budget. PBRC finances held strong, and healthy. Total revenue in 2022 was more than \$3.7 million. The Clinic produced more than \$2.6 million in charges and a little over \$791K was written off due to contractual adjustments, Medicaid cuts, and changes in some of the insurance companies' reimbursements. We continued serving our

community with a free of charge Developmental Clinic and Sponsorship Program to all our parents and patients facing financial hardship. I am so grateful for the team we have.

PBRC always faces a loss on every visit. In 2022, our average loss was \$36 per visit with a total of over \$1.1 million in losses. We never stopped giving our best service to the public, thanks to the generosity of the donors. More than \$265,000 was allocated to our patient Sponsorship Program (SP), which are services given at no charge to the patients. This would not be possible without the support of our donors, board members, therapists, and PBRC staff.

We are welcoming 2023 with a whole new schedule but with a continuity of a great service. I am looking forward to 2023. Good things are happening at PBRC.

Onward!

PBRC Visits Last 5 Years



Mary Blain
Finance Director

Our Services

Physical Therapy

Occupational Therapy

Audiology

Developmental Clinic

Speech-Language
Therapy

Patient Sponsorship
Program

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Kimberly Ortega

DIRECTORS

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Shannon Adams | Development

Shaye McIntyre | Clinic

Lourdez Zamora-Fierro | Audiology

THERAPISTS

Jennifer Fowler

Paula Diffie

Amy Burks

Jordyn Horton

Pat Fierro

Mevelin Marquez

Kristyn Rogers

Kathryn McGowan

Bailey Page

Emily Abalos

Jordan Bailey

Laura Venesky

John Trotman

Madison Campbell

Kendall Kimbrough

Kiana Lujan

Breann Sherman

Mercy Aguilar

Maria Molina

Diana Salazar

Marina Ramirez

Betsy Smith

Marie Rodriguez

Ashley Garza

Paula Rodriguez

STAFF

Diana Gamboa

Catalina Uranga

Melanie Hernandez

Joann Hernandez




Stephanie Trotman

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Crystal Ball Foundation

OUR MISSION, VISION AND CORE VALUES

MISSION: Improving lives by providing exceptional and compassionate therapy services.

VISION: All children and adults have access to needed therapy services.

Every decision we make and every action we take are guided by our **CORE VALUES**. Our core values are:

- Dedicating ourselves to the mission.
- Providing the highest quality patient care.
- Committing to excellence.
- Choosing integrity and accountability.
- Caring for out patients, their families , and each other with compassion.

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<https://pbrehab.org>